

**Subject:** Re: Sprint Fwd: Farmer's Market  
**From:** Donald Duckworth <duckworth.donald@gmail.com>  
**Date:** 09/13/2016 04:05 PM  
**To:** Miki Payne <Miki@hbdrollinger.com>  
**CC:** Cynthia Rogers <westchester.cfm@gmail.com>  
**BCC:** Donald R Duckworth <duckworth.donald@gmail.com>

Gosh...

I understand the case for restricting participation for the sake of "brand purity." I really do.

On the other hand, I understand a moderation of that for BID businesses that are in essence "paying the freight."

From a bigger picture perspective, given our finances, why wouldn't we at least consider anyone who wants to pay us to have a booth at the SWFM at a location & manner of our choosing? Why not expand our scope? If we did this, we could reserve the right to limit future participation at any time. That way we could take short term profits and save brand purity for a future point when we can better afford it. Why wouldn't we want to go to Google or some other Silicon Beach corporate interest and have them buy a booth / sponsorship of our local, healthy living campaign on behalf of their employees? Would it be that bad?

I don't know. What do you guys think?

On Tue, Sep 13, 2016 at 3:48 PM, Miki Payne <[Miki@hbdrollinger.com](mailto:Miki@hbdrollinger.com)> wrote:

Not a Drollinger Tenant, but a BID tenant...in other words, most likely, a portion of their rent goes to support the Farmer's Market. I really don't want to ask you to bend Farmer's Market rules, but on the other hand, if you are going to bend them for someone else later, I think we need to be cognizant of their current participation however, distant or unknowing. After saying all of that, it is probably yours and Don's call. He just asked our guys because they went there to get their phones fixed or something.

Miki Payne  
Operations Manager  
**Drollinger**  
P R O P E R T I E S  
8929 S. Sepulveda Blvd.  
Suite 130  
Los Angeles, CA 90045  
(310) 417-8048 Ext. 15

**From:** Cynthia Rogers [mailto:[westchester.cfm@gmail.com](mailto:westchester.cfm@gmail.com)]  
**Sent:** Tuesday, September 13, 2016 3:44 PM  
**To:** Miki Payne; Donald Duckworth  
**Subject:** Sprint Fwd: Farmer's Market

Hey you two,

How do you want me to handle this - typically this would be a clear pass as the exhibitor's program is a limited program designed to showcase small local businesses that thematically relate to the farmers' market world (health, wellness, environmental, etc) (general guidelines listed below). Are you okay with me thanking him for his interest but then explaining all the rest regarding the limitations on our exhibitor's program. Exceptions can be made, like say for Heather, who has exhibited at the farmers' market promoting her real estate business but only because she has for years and well - she's a board member :) Between that, there's a general feeling that you want to keep your farmers' market as a place for fresh food and healthy living and keep the atmosphere and presence at the market in step with that. Thoughts? I don't want to step on any toes particularly if they are a Drollinger tenant but also just want to send along the skinny scoop on how I would typically handle this.

k, please let me know and onward we go!

////////////////////////////////////

#### LOCAL BUSINESS BOOTH PROGRAM:

- **Purpose** - to help support local businesses that are thematically related to the farmers' market world and do not compete with our current vendors.
- **Promotion only** - this is a promotion only booth - so no retail as our farmers' market is a place for commerce as between certified farmers, ranchers and related food vendors operating under the California Agriculture Department and Environmental Health Bureau of Los Angeles; passing out information material, signing up customers for further off-site sales, and newsletter and alike sign ups are all great ways to promote your business while complying with our exhibitor booth guideline of being a "promotion" only booth space.
- **Thematically related engaging activity** - while it is not absolutely required we aim to have participants do more than just promote their business; the sweet spot is to do an activity that relates to the business while adding a tie-in presence to the farmers' market and its community base. Examples: local mom and pop pharmacies doing blood pressure tests while promoting their business; chiropractors providing on-site massages and courtesy back exams while signing people up for further intro exams at their facility; solar companies engaging with the community base to learn about solar while providing a sunflower planting activity for the kids; fitness studios - do exercise demos while promoting their local studio.
- **Restrictions** - participants may not solicit throughout the farmers' market but can actively encourage engagement through the booth space (ask market manager of ideas; for example, kids craft activities, or other raffle like tabling games work well); the market retains the right to regulate time, place and manner of all activities relating to display, signs, posters, placards, and other expressions of interests represented.
- **Standard of Conduct** - our number one goal is to maintain market morale and with that a friendly atmosphere for all; please help us in maintaining an inviting, family friendly environment by being as helpful as possible with customers and fellow vendors and also please don't hesitate to flag one of your farmers' market staff helpers to assist with any situation should one arise - we are always on hand throughout the market or can be found through the info booth located in the middle of the market.

Additional guidelines for local booth participants:

- **Logistics, Location** - all participants must bring their own set up inclusive of a table, chair, shaded 10 by 10 canopy and banners to showcase the participant's organization and be set up by the market's opening of 9 a.m. remaining through the day with the rest of the market participants and the closing at 2pm; we provide parking and assign booth location the morning of and will be on-site at 8 a.m. to provide the location and parking information (when you arrive just ask any vendor to point out an on-site staff helper to show you to your location).
- **Availability** - we schedule participants based on availability not to exceed one market date per quarter for a maximum of 4 market dates per calendar year.
- **Fees** - \$30/market date to be paid at the end of the day; on-site manager will give you a load sheet to list your day's sales and fee for the day; please return that load sheet with your fee to the info booth after the market closes between 1:30 and 2:30pm; please pay in cash however we can in limited instances take a check (if by check, please make it out to: "Sundays Westchester Farmers' Market")

----- Forwarded message -----

From: **Cynthia Rogers** <[cynthia.rogers01@gmail.com](mailto:cynthia.rogers01@gmail.com)>  
Date: Tue, Sep 13, 2016 at 3:22 PM  
Subject: Fwd: Farmer's Market  
To: Cynthia Rogers <[westchester.cfm@gmail.com](mailto:westchester.cfm@gmail.com)>

----- Forwarded message -----

From: **Miki Payne** <[Miki@hbdrollinger.com](mailto:Miki@hbdrollinger.com)>  
Date: Tue, Sep 13, 2016 at 2:27 PM  
Subject: Farmer's Market  
To: "Cynthia Rogers ([cynthia.rogers01@gmail.com](mailto:cynthia.rogers01@gmail.com))" <[cynthia.rogers01@gmail.com](mailto:cynthia.rogers01@gmail.com)>  
Cc: "[jbasa@xpchoice.com](mailto:jbasa@xpchoice.com)" <[jbasa@xpchoice.com](mailto:jbasa@xpchoice.com)>, Donald Duckworth <[duckworth.donald@gmail.com](mailto:duckworth.donald@gmail.com)>

Cynthia,

Josh, the Sprint store manager in the business district, is interested in being a

community participant in the Sunday Westchester Farmer's Market. I told him I would introduce the two of you via email and leave him in your capable hands.

Josh, looking forward to meeting you in person!

Miki

Miki Payne  
Operations Manager  
**Drollinger**  
P R O P E R T I E S  
8929 S. Sepulveda Blvd.  
Suite 130  
Los Angeles, CA 90045  
(310) 417-8048 Ext. 15

--

Cynthia Rogers

Westchester Farmers' Market

Operations & Market Management

[www.westchesterfarmersmkt.com](http://www.westchesterfarmersmkt.com)

[\(310\) 936-9060](tel:(310)936-9060)